THE MANITOBA TURKEY PRODUCERS MARKETING BOARD

EIGHTEENTH ANNUAL MEETING

March 4, 1987

International Inn
1808 Wellington Ave.

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

EIGHTEENTH ANNUAL MEETING

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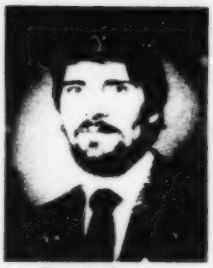
Ellis Penner
District #1

Don McFadden
Chairman
District #3

Bob Byle
Vice-Chairman
District #2

DIRECTORS

Peter Maendel
District #3



Randy Penner
District #2

Herman Klassen
District #1

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

Burton F. Waters
General Manager

Ken Harrison
Assistant Manager

STAFF

Shirley Brown
Secretary

Linda Hogue
Senior Home Economist

Janice Hutsal
Home Economist

Kerri Dexter
Secretary

MANITOBA TURKEY PRODUCERS' MARKETING BOARD
EIGHTEENTH ANNUAL MEETING
March 4, 1987

A G E N D A

9:30 a.m.	- Registration - Coffee & Donuts
10:00 a.m.	- Chairman's Remarks - Don McFadden - Early Bird Draw - Registered Producers In Attendance - Mr. Steve Pilot - Minutes of the Seventeenth Annual Meeting - Discussion Period - Pool Elimination Report - Ellis Penner - Discussion Period
10:30 a.m.	- Producer Board Report - Bob Byle - Discussion Period
11:00 a.m.	- Canadian Turkey Marketing Agency Report - Art Roder, Chairman, C.T.M.A. - Discussion Period
11:30 a.m.	- Auditor's Report - Mr. G. Chaput, Forest, Guenette, Chaput - Discussion Period - Proposed Budget - Herman Klassen - Discussion Period - Election Nominations - Manitoba Poultry Health Advisory Committee Report - Randy Penner - Discussion Period
12:30 p.m.	- Luncheon - Guest Speaker - Mr. Ralph Barrie, Chairman, National Farms Products Marketing Council
2:30 p.m.	- Election Report - Manager's Report - Burt Waters - Export Report - Burt Waters - Discussion Period
3:00 p.m.	- Appointment of Auditors - Promotion Report - Linda Hogue - Discussion Period
3:30 p.m.	- Keystone Agricultural Producers Inc. Report - Peter Maendel - Discussion Period
3:45 p.m.	- New Business - -
4:00 p.m.	- Adjournment & Coffee

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

PRODUCER BOARD REPORT

The turkey storage stock figures at the end of 1986 indicated a very good movement of turkey. Our storage stocks are somewhat higher than a year earlier however present stocks are manageable.

The total storage stock figure for Canada was 12,593,000 Kgs (27,762,345 pounds) eviscerated weight at December 31, 1986 as compared to 12,488,000 Kgs (27,530,804 pounds) eviscerated weight at December 31, 1985.

The total inventory for Manitoba was 1,160,000 Kgs (2,557,319 pounds) eviscerated weight at December 31, 1986 as compared to 933,000 Kgs (2,056,878 pounds) eviscerated weight at December 31, 1985.

In 1986 Manitoba marketed 8,060,847 Kgs (17,770,826 pounds) eviscerated weight of which 51,038 Kgs (112,518 pounds) eviscerated weight was exported, for a total marketing of 8,009,809 Kgs (17,658,308 pounds) eviscerated weight out of 8,009,544 Kgs (17,657,724 pounds) that was allocated to Manitoba for 1986 compared to 7,765,520 Kgs (17,119,752 pounds) in 1985.

Manitoba was overmarketed slightly in 1986 but with the Export Credits subtracted the overmarketing penalty was reduced to nothing.

The 1986 allotment for each producer with a basic quota over 60,000 Kgs (132,275 pounds) live weight was established at 95%. The producers under 60,000 Kgs live weight were left at 100%.

The average weight of the birds marketed in 1986 as compared to 1985 were as follows:

	1985		1986	
Category	Kgs Live	Lbs. Live	Kgs Live	Lbs. Live
Broilers	5.00	11.02	4.93	10.87
Hens	7.17	15.81	7.50	16.53
Toms	11.51	25.37	11.87	26.17
Breeders	9.38	20.68	9.26	20.42

Producer Board Meetings

There were twenty-seven meetings of directors during 1986. One or more of the directors attended meetings with the Canadian Turkey Marketing Agency, Keystone Agricultural Producers Inc. and the Manitoba Natural Products Marketing Council. Processor representatives attended four meetings during the year.

Prices

There were five price bulletin changes during 1986. Prices varied in the different categories as follows:

Category	Date and Low Price	Date and High Price
Broilers	March 17 to July 20 $1.41	January 1 to March 14 & July 21 to December 31 $1.42
Hens	June 30 to July 20 $1.42	January 20 to March 17 $1.45
Toms	June 30 to July 20 $1.38	January 20 to March 16 $1.45

Pools

The six different pool periods during 1986 resulted in the following final payments:

Broilers	Pool Number	Final Payment
January - February	202	.039694
March - April	203	.030711
May - June	204	.030072
July - August	205	.037743
September - October	206	.039694
November - December	207	.039694

Hens	Pool Number	Final Payment
January - February	178	.049157
March - April	179	.049694
May - June	180	.049694
July - August	181	.043098
September - October	182	.049694
November - December	183	.049694

Toms	Pool Number	Final Payment
January - February	228	.047585
March - April	229	.064752
May - June	230	.053221
July - August	231	.037500
September - October	232	.049694
November - December	233	.049694

Waiting List

At the present time there are eighty-one names on the waiting list for turkey quota.

The new application form is sent out to everyone that applies to be placed on the list. These applications are approved at a Board meeting and then the name is added to the list.

Changes in Registration

During 1986 these were the changes made in registration.

Robert Friesen and Gerald Friesen to P.A.R. 85

These were two separate quotas incorporated under the new name and the quota was not affected.

Jac Koop to Mark Loewen

This was a re-location from a two year lease agreement and the quota was not affected.

Mike Surminski to Jim & Dinah Cymbalisty

This was a with-in family transfer of quota and the quota was not affected.

Max Wiener Grain Growers to Rock Lake Colony

This was a re-allocation from one producer to another and the quota was not affected.

Dugood Farms to Sunrey Farm Ltd.

This was a change in registered name and the quota was not affected.

Several other small changes were made to addresses and telephone numbers.

Charts

There are several charts included in this report for your information.

1. 1986 Pool Figures
2. 1986 Cost of Production Figures
3. Producer Quotas By District
4. Market Allotments By Years

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

POOLS

			INITIAL PAYMENT		FINAL	LEVIES		TOTAL PRICE TO PRODUCERS	
BROILER	NO.	KILOGRAMS	A'S	UNDERGRADES	PAYMENT	M.T.P.M.B.	C.T.M.A.	A'S	UNDERGRADES
Jan.-Feb.	202	311,874	1.35	1.25	.039694	.01500	.01200	1.389694	1.289694
Mar.-Apr.	203	290,158	1.35	1.25	.030711	.01500	.01200	1.380711	1.280711
May-June	204	285,502	1.35	1.25	.030072	.01500	.01200	1.380072	1.280072
July-Aug.	205	268,973	1.35	1.25	.037743	.01500	.01200	1.387743	1.287743
Sept.-Oct.	206	87,236	1.35	1.25	.039694	.01500	.01200	1.389694	1.289694
Nov.-Dec.	207	382,986	1.35	1.25	.039694	.01500	.01200	1.389694	1.289694
HEN									
Jan.-Feb.	178	3,844	1.36	1.28	.049157	.01500	.01200	1.409157	1.329157
Mar.-Apr.	179	44,941	1.36	1.28	.049694	.01500	.01200	1.409694	1.329694
May-June	180	172,257	1.36	1.28	.049694	.01500	.01200	1.409694	1.329694
July-Aug.	181	660,653	1.36	1.28	.043098	.01500	.01200	1.403098	1.323098
Sept.-Oct.	182	1,312,700	1.36	1.28	.049694	.01500	.01200	1.409694	1.329694
Nov.-Dec.	183	406,092	1.36	1.28	.049694	.01500	.01200	1.409694	1.329694
TOM									
Jan.-Feb.	228	280,930	1.34	1.29	.047585	.01500	.01200	1.387585	1.337585
Mar.-Apr.	229	80,563	1.34	1.29	.064752	.01500	.01200	1.404752	1.354752
May-June	230	483,466	1.34	1.29	.053221	.01500	.01200	1.393221	1.343221
July-Aug.	231	1,507,877	1.34	1.29	.037500	.01500	.01200	1.377500	1.327500
Sept.-Oct.	232	2,037,345	1.34	1.29	.049694	.01500	.01200	1.389694	1.339694
Nov.-Dec.	233	757,796	1.34	1.29	.049694	.01500	.01200	1.389694	1.339694
NOT IN THE POOLS		420,225							
TOTAL MARKETING		9,795,418							

1986 MANITOBA COST OF PRODUCTION UPDATE

(JUNE 86)

CANADIAN TURKEY MARKETING AGENCY

CONSOLIDATED PROVINCIAL COST OF PRODUCTION (¢/kg)

BROILERS

Cost of Production Figures from C.T.M.A. were used from August to December

CATEGORY:	Jan. 6/86	Feb. 3/86	Mar. 3/86	Apr. 7/86	May 5/86	June 2/86	July 7/86	Aug. 1/86	Sept. 5/86
VARIABLE COSTS:									
FEED	62.62	63.38	64.07	64.22	63.97	63.53	63.58	57.85	58.07
POULTS	23.94	23.94	23.94	23.94	23.94	24.41	24.41	25.00	25.00
OTH. VAR. FLOCK EXP.	2.29	2.29	2.29	2.29	2.29	2.30	2.30	2.32	2.32
TRANSPORTATION	–	–	–	–	–	–	–	–	–
LEVIES: PROVINCIAL	1.50	1.50	1.50	1.50	1.50	1.50	1.50	1.50	1.50
CTMA	1.20	1.20	1.20	1.20	1.20	1.20	1.20	1.20	1.20
INT. ON WORKING CAPITAL	1.68	1.73	1.86	1.99	2.00	1.94	1.82	1.54	1.52
TOTAL VARIABLE COSTS	93.23	94.04	94.86	95.14	94.90	94.88	94.81	89.41	89.61
FIXED COSTS									
ENERGY	5.86	5.86	5.86	5.86	5.86	5.84	5.84	6.23	6.23
LABOUR	12.77	12.77	12.77	12.77	12.77	12.86	12.86	12.99	12.99
FIXED OVERHEAD	8.14	8.14	8.14	8.14	8.14	8.17	8.17	8.24	8.24
DEPRECIATION	5.13	5.13	5.13	5.13	5.13	5.18	5.18	5.28	5.28
TOTAL FIXED COSTS	31.90	31.90	31.90	31.90	31.90	32.05	32.05	32.74	32.74
CAPITAL COSTS									
INT. ON LONG TERM	7.87	7.87	7.87	7.87	7.87	7.93	7.93	8.09	8.09
OPPORTUNITY COST OF CAP.	2.12	2.28	2.19	2.19	2.19	2.15	2.14	2.19	2.18
TOTAL CAPITAL COSTS	9.99	10.15	10.06	10.06	10.06	10.08	10.07	10.28	10.27
TOTAL FARM GATE COST	135.12	136.09	136.82	137.10	136.86	137.01	136.93	132.43	132.62
CURRENT BOARD PRICE									
GRADE A	142.00	142.00	142.00	141.00	141.00	141.00	141.00	142.00	142.00
UNDERGRADE	132.00	132.00	132.00	131.00	131.00	131.00	131.00	132.00	132.00

1986 MANITOBA COST OF PRODUCTION UPDATE

(Form 6c)

CANADIAN TURKEY MARKETING AGENCY

CONSOLIDATED PROVINCIAL COST OF PRODUCTION (¢/kg)

BROILERS

CATEGORY:	Oct. 3/86	Nov. 7/86	Dec. 5/86						
VARIABLE COSTS:									
FEED	57.34	56.18	55.33						
POULTS	25.00	25.00	25.00						
OTH. VAR. FLOCK EXP.	2.29	2.29	2.29						
TRANSPORTATION	-	-	-						
LEVIES: PROVINCIAL	1.50	1.50	1.50						
CTHA	1.20	1.20	1.20						
INT. ON WORKING CAPITAL	1.48	1.47	1.46						
TOTAL VARIABLE COSTS	88.81	87.64	86.78						
FIXED COSTS									
ENERGY	5.59	5.59	5.59						
LABOUR	13.10	13.10	13.18						
FIXED OVERHEAD	8.11	8.11	8.12						
DEPRECIATION	5.38	5.38	5.38						
TOTAL FIXED COSTS	32.18	32.18	32.27						
CAPITAL COSTS									
INT. ON LONG TERM	8.23	8.23	8.23						
OPPORTUNITY COST OF CAP.	2.27	2.11	2.06						
TOTAL CAPITAL COSTS	10.50	10.34	10.29						
TOTAL FARM GATE COST	131.49	130.16	129.34						
CURRENT BOARD PRICE									
GRADE A	142.00	142.00	142.00						
UNDERGRADE	132.00	132.00	132.00						

1986 MANITOBA COST OF PRODUCTION UPDATE

HENS

Cost of Production Figures from C.T.M.A. were used from August to December

FORM 6C)

CANADIAN TURKEY MARKETING AGENCY

CONSOLIDATED PROVINCIAL COST OF PRODUCTION (¢/kg)

CATEGORY:	Jan. 6/86	Feb. 3/86	Mar. 3/86	Apr. 7/86	May 5/86	June 2/86	July 7/86	Aug. 1/86	Sept. 5/86
VARIABLE COSTS:									
FEED	72.21	72.40	72.84	73.18	73.24	73.09	73.19	71.86	71.32
POULTS	19.53	19.53	19.53	19.53	19.53	19.67	19.67	20.44	20.44
OTH. VAR. FLOCK EXP.	3.54	3.54	3.54	3.54	3.54	3.55	3.55	3.58	3.58
TRANSPORTATION	–	–	–	–	–	–	–	–	–
LEVIES: PROVINCIAL	1.50	1.50	1.50	1.50	1.50	1.50	1.50	1.50	1.50
CTHA	1.20	1.20	1.20	1.20	1.20	1.20	1.20	1.20	1.20
INT. ON WORKING CAPITAL	2.09	2.15	2.27	2.41	2.47	2.43	2.28	2.01	1.94
TOTAL VARIABLE COSTS	100.07	100.32	100.88	101.36	101.48	101.44	101.39	100.59	99.98
FIXED COSTS									
ENERGY	5.86	5.86	5.86	5.86	5.86	5.84	5.84	4.42	4.42
LABOUR	12.77	12.77	12.77	12.77	12.77	12.86	12.86	12.99	12.99
FIXED OVERHEAD	5.91	5.91	5.91	5.91	5.91	5.93	5.93	5.98	5.98
DEPRECIATION	5.13	5.13	5.13	5.13	5.13	5.18	5.18	5.28	5.28
TOTAL FIXED COSTS	29.67	29.67	29.67	29.67	29.67	29.81	29.81	28.67	28.67
CAPITAL COSTS									
INT. ON LONG TERM	7.68	7.68	7.68	7.68	7.68	7.74	7.74	7.89	7.89
OPPORTUNITY COST OF CAP.	2.34	2.52	2.42	2.42	2.42	2.38	2.37	2.42	2.41
TOTAL CAPITAL COSTS	10.02	10.20	10.10	10.10	10.10	10.12	10.11	10.31	10.30
TOTAL FARM GATE COST	139.76	140.19	140.65	141.13	141.25	141.37	141.31	139.57	138.95
CURRENT BOARD PRICE									
GRADE A	143.00	145.00	145.00	144.00	144.00	144.00	142.00	144.00	144.00
UNDERGRADE	135.00	137.00	137.00	136.00	136.00	136.00	134.00	136.00	136.00

1986 MANITOBA COST OF PRODUCTION UPDATE

(FORM 6C)

CANADIAN TURKEY MARKETING AGENCY
CONSOLIDATED PROVINCIAL COST OF PRODUCTION (¢/kg)

HENS

CATEGORY:	Oct. 3/86	Nov. 7/86	Dec. 5/86						
VARIABLE COSTS:									
FEED	70.28	68.31	66.92						
POULTS	20.44	20.44	20.44						
OTH. VAR. FLOCK EXP.	3.53	3.53	3.53						
TRANSPORTATION	–	–	–						
LEVIES: PROVINCIAL	1.50	1.50	1.50						
CTHA	1.20	1.20	1.20						
INT. ON WORKING CAPITAL	1.90	1.85	1.84						
TOTAL VARIABLE COSTS	98.85	96.83	95.43						
FIXED COSTS									
ENERGY	3.97	3.97	3.97						
LABOUR	13.10	13.10	13.18						
FIXED OVERHEAD	5.89	5.89	5.89						
DEPRECIATION	5.38	5.38	5.38						
TOTAL FIXED COSTS	28.34	28.34	28.42						
CAPITAL COSTS									
INT. ON LONG TERM	8.03	8.03	8.03						
OPPORTUNITY COST OF CAP.	2.50	2.33	2.28						
TOTAL CAPITAL COSTS	10.53	10.36	10.31						
TOTAL FARM GATE COST	137.72	135.53	134.16						
CURRENT BOARD PRICE									
GRADE A	144.00	144.00	144.00						
UNDERGRADE	136.00	136.00	136.00						

1986 MANITOBA COST OF PRODUCTION UPDATE

TOMS

Cost of Production Figures from C.T.M.A. were used from August to December

FORM 6c)

CANADIAN TURKEY MARKETING AGENCY

CONSOLIDATED PROVINCIAL COST OF PRODUCTION (¢/kg)

CATEGORY:	Jan. 6/86	Feb. 3/86	Mar. 3/86	Apr. 7/86	May 5/86	June 2/86	July 7/86	Aug. 1/86	Sept. 5/86
VARIABLE COSTS:									
FEED	73.74	73.68	73.98	74.24	74.36	74.33	74.36	72.71	72.53
POULTS	14.54	14.54	14.54	14.54	14.54	14.59	14.59	13.97	13.97
OTH. VAR. FLOCK EXP.	3.54	3.54	3.54	3.54	3.54	3.55	3.55	3.58	3.58
TRANSPORTATION	-	-	-	-	-	-	-	-	-
LEVIES: PROVINCIAL	1.50	1.50	1.50	1.50	1.50	1.50	1.50	1.50	1.50
CTMA	1.20	1.20	1.20	1.20	1.20	1.20	1.20	1.20	1.20
INT. ON WORKING CAPITAL	2.26	2.30	2.41	2.53	2.60	2.58	2.48	2.09	2.01
TOTAL VARIABLE COSTS	96.78	96.76	97.17	97.55	97.74	97.75	97.68	95.05	94.79
FIXED COSTS									
ENERGY	5.86	5.86	5.86	5.86	5.86	5.84	5.84	2.81	2.81
LABOUR	12.77	12.77	12.77	12.77	12.77	12.86	12.86	12.99	12.99
FIXED OVERHEAD	5.91	5.91	5.91	5.91	5.91	5.93	5.93	5.98	5.98
DEPRECIATION	5.13	5.13	5.13	5.13	5.13	5.18	5.18	5.28	5.28
TOTAL FIXED COSTS	29.67	29.67	29.67	29.67	29.67	29.81	29.81	27.06	27.06
CAPITAL COSTS									
INT. ON LONG TERM	7.68	7.68	7.68	7.68	7.68	7.74	7.74	7.89	7.89
OPPORTUNITY COST OF CAP.	2.34	2.52	2.42	2.42	2.42	2.38	2.37	2.42	2.41
TOTAL CAPITAL COSTS	10.02	10.20	10.10	10.10	10.10	10.12	10.11	10.31	10.30
TOTAL FARM GATE COST	136.47	136.63	136.94	137.32	137.51	137.68	137.60	132.42	132.15
CURRENT BOARD PRICE									
GRADE A	141.00	145.00	145.00	143.00	143.00	143.00	138.00	142.00	142.00
UNDERGRADE	136.00	140.00	140.00	138.00	138.00	138.00	133.00	137.00	137.00

1986 MANITOBA COST OF PRODUCTION UPDATE

(CMM 6c)

CANADIAN TURKEY MARKETING AGENCY

CONSOLIDATED PROVINCIAL COST OF PRODUCTION (¢/kg)

TOMS

CATEGORY:	Oct. 3/86	Nov. 7/86	Dec. 5/86						
VARIABLE COSTS:									
FEED	71.83	70.40	69.17						
POULTS	13.97	13.97	13.97						
OTH. VAR. FLOCK EXP.	3.53	3.53	3.53						
TRANSPORTATION	-	-	-						
LEVIES: PROVINCIAL	1.50	1.50	1.50						
CTHA	1.20	1.20	1.20						
INT. ON WORKING CAPITAL	1.97	1.93	1.91						
TOTAL VARIABLE COSTS	94.00	92.53	91.28						
FIXED COSTS									
ENERGY	2.53	2.53	2.53						
LABOUR	13.10	13.10	13.18						
FIXED OVERHEAD	5.89	5.89	5.89						
DEPRECIATION	5.38	5.38	5.38						
TOTAL FIXED COSTS	26.90	26.90	26.98						
CAPITAL COSTS									
INT. ON LONG TERM	8.03	8.03	8.03						
OPPORTUNITY COST OF CAP.	2.50	2.33	2.28						
TOTAL CAPITAL COSTS	10.53	10.36	10.31						
TOTAL FARM GATE COST	131.43	129.79	128.57						
CURRENT BOARD PRICE									
GRADE A	142.00	142.00	142.00						
UNDERGRADE	137.00	137.00	137.00						

1 9 8 7

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

NUMBER OF PRODUCERS, REGISTERED BASIC KILOGRAMS AND SIZE OF QUOTA BY DISTRICT

DISTRICT	UNDER 45,360	45,360 90,720	90,720 136,080	136,080 181,440	181,440 226,800	226,800 272,160	272,160 317,520	317,520 362,880	OVER 362,880	TOTAL KILOGRAMS	NUMBER OF PRODUCERS
1	4	10	--	13	2	1	1	--	1	4,343,600	32
2	13	9	2	8	--	2	2	--	--	3,661,227	36
3	3	3	3	3	2	1	--	1	1	2,513,330	17
TOTALS	20	22	5	24	4	4	3	1	2	---	85
TOTAL BASIC QUOTA	573,500	1,467,875	546,200	4,010,200	859,560	968,380	876,752	340,200	875,490	10,518,157	--

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

MARKET ALLOTMENTS

YEAR	PROVINCIAL ALLOTMENT EVISCERATED	ESTIMATED LIVE	PRODUCER BOARD ALLOTMENT	PER CENT ALLOTMENT	OVER ALLOTTED	MARKETED	PER CENT OF PRODUCER ALLOTMENT MARKETED
1976	7,547,904	9,093,860	9,611,784	105.7	517,924	8,579,844	89.3
1977	7,454,462	8,981,279	9,927,490	110.5	946,211	9,038,887	91.0
1978	6,936,451	8,357,170	9,545,558	114.2	1,188,388	8,640,626	90.5
1979	8,142,126	9,809,790	10,405,584	106.1	595,794	9,898,006	95.1
1980	7,541,554	9,086,210	9,584,114	105.5	497,904	9,301,975	97.1
1981	7,264,404	8,752,294	9,120,656	104.2	368,362	8,758,073	96.0
1982	7,468,978	8,998,769	9,596,758	106.7	597,989	9,404,412	98.0
1983	7,491,658	9,107,291	9,008,501	98.9	(98,970)	8,919,500	99.0
1984	7,353,759	8,935,309	9,032,165	101.1	96,856	8,989,012	99.5
1985	7,900,143	9,601,027	9,677,779	100.8	76,752	9,561,711	98.8
1986	8,009,544	9,731,907	9,940,803	102.2	210,716	9,714,342	99.8

CANADIAN TURKEY MARKETING AGENCY

DIRECTORS REPORT

This being my first year as Director for Manitoba on the Canadian Turkey Marketing Agency, I found this to be a challenge but also a rewarding experience. The Agency had a total of seven meetings, all of which I attended.

Here are some of the issues that the Agency has completed or is working on.

We put in place categorization for production patterns so we could get the product to market when it is needed.

The National March Turkey Promotion is on again. This year the coupons will offer 50¢ off the price of any whole turkey or items such as turkey steaks and cutlets, turkey breast roasts, boneless turkey, turkey parts and deli products. For every 50¢ coupon redeemed, 20¢ will go directly to the Society for Manitobans with Disabilities.

The Turkey Breeder Policy was completed and is in effect.

We started with a preliminary quota of 228 M pounds and it was increased to 245 M pounds for 1987.

Consumption of turkey increased in 1986. It was estimated to be 8.818 pounds per capita which is an increase of 0.22 pounds from 1985. Storage stocks as of December 31, 1986 were 27,762,345 pounds compared to 24,473,000 pounds in 1985.

So far the levy of $0.001200 has not changed but we may have to look at it once we know the success of our turkey promotion coupons.

We are continually looking for improvements and on the table now is the criteria on over base quota, the present criteria does not fully address the further processing trade. We are also looking at changing the year end from December 31.

The whole turkey industry in 1986 has been very well and we are anticipating another successful year for 1987.

Prepared By:

Ellis Penner
Director - C.T.M.A. & M.T.P.M.B.

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD

Winnipeg, Manitoba

Year End Financial Statements

As At December 31, 1986

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FOREST GUENETTE CHAPUT COMPTABLES AGRÉÉS CHARTERED ACCOUNTANTS

262, Marion, Winnipeg, Manitoba, Canada R2H 0T7 (204) 233-8593

Auditors' Report

To the Board and Members
THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD
Winnipeg, Manitoba

We have examined the balance sheet of THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD as at December 31, 1986, and the statements of surplus, revenue and expenditures and pool operations for the year then ended. Our examination was made in accordance with generally accepted auditing standards and accordingly included such tests and other procedures as we considered necessary in the circumstances.

The Marketing Board derives most of its revenue in the form of levies based on weight marketed. These amounts are not susceptible to complete audit examination and, accordingly, our work in respect of this revenue was limited to accounting for the amounts recorded in the books as reported to the Board by the processors.

In our opinion, except for adjustments that may have been required had we been able to extend our examination of revenues, these financial statements present fairly the financial position of the Board as at December 31, 1986 and the results of its operations for the year then ended in accordance with generally accepted accounting principles for Marketing Boards in Manitoba applied on a basis consistent with that of the preceding year.

Winnipeg, Manitoba
February 6, 1987

Forest Guenette Chaput
Chartered Accountants

Statement "1"

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD

Balance Sheet

As At December 31, 1986

		1986	1985
ASSETS			
Current Assets			
Cash		$ 11,833	50
Temporary investments		145,000	125,000
Accounts receivable	- general operations	3,706	8,955
	- pool operations	24,927	28,486
Prepaid expenses		1,310	819
Investment (Note "2")		50	50
		$ 186,826	163,360
LIABILITIES AND SURPLUS			
Current Liabilities			
Bank overdraft		$ ---	10,229
Accounts payable		19,579	13,046
Payments declared and due to producers		73,774	59,301
		93,353	82,576
Surplus and Reserves			
Penalty Reserve Fund (Note "3")		---	(14,269)
General Reserve Fund (Note "4")		69,396	80,503
Surplus - Pool Operations (Statement "4")		---	8
Operating Surplus (Statement "2")		24,077	14,542
		93,473	80,784
		$ 186,826	163,360

Statement "2"

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD

Statement of Operating Surplus

Year Ended December 31, 1986

	1986	1985
Balance, beginning of year	$ 14,542	(19,456)
Add:		
Surplus for year (Statement "3")	9,535	33,998
Balance, end of year	$ 24,077	14,542

Statement "3"

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD

Statement of Revenue and Expenditures

Year Ended December 31, 1986

	1986		1985
	Budget	Actual	Actual
Revenue			
Producers' fees Levied			
- for Manitoba Board	$ 146,000	146,448	153,269
- for Canadian Agency	117,000	117,486	73,558
- for Pool operating costs	22,000	20,663	20,250
- Farm Kill	---	74	44
Interest	9,000	8,564	5,726
	294,000	293,235	252,847
Expenditures			
Levies remitted to C.T.M.A.	117,000	117,486	73,558
Salaries and benefits	65,000	65,232	59,221
Directors' meetings (Note "5")	35,000	35,519	29,501
Advertising	28,000	27,370	22,558
Postage, office supplies and furnishings	15,000	9,708	6,302
Audit fees	5,300	5,300	5,300
Rent and light	4,000	4,054	3,742
Telephone	3,500	3,003	2,725
Travel	3,500	633	1,896
Legal and consulting fees	2,500	7,833	7,886
Meeting with producers	2,000	2,847	1,712
General expense	2,000	1,749	1,675
Insurance	1,300	1,460	992
Dues and fees	1,200	1,000	1,100
Subscriptions	800	506	681
	286,100	283,700	218,849
Surplus for year	$ 7,900	9,535	33,998

Statement "4"

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD

Statement of Pool Operations

Year Ended December 31, 1986

	1986	1985
Pool funds retained by processors	$ 423,325	432,073
Final payments to producers	423,325	432,093
Surplus (deficit) on Pool Operations	---	(20)
Surplus, beginning of year	8	28
Transferred to Penalty Reserve Fund (Note "3")	(8)	---
Surplus, end of year	Nil	8

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD

Notes to Financial Statements

As At December 31, 1986

Note "1" Significant Accounting Policies

The financial statements have been prepared in accordance with generally accepted accounting principles for Marketing Boards in Manitoba and reflect the following policies:

(a) **Investment - Shares C & T EXPORTS LTD.**

The investment in C & T EXPORTS LTD. is accounted for using the cost method.

(b) **Fixed Assets**

Fixed assets are expensed on the statement of revenue and expenditures in the year of their acquisition.

Note "2" Investment

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD owns one-half of the issued capital of C & T EXPORTS LTD., A corporation constituted in Manitoba for the purpose of increasing the export markets for chicken and turkey. THE MANITOBA CHICKEN BROILER PRODUCERS' MARKETING BOARD owns the other half. Any deficits incurred by C & T EXPORTS LTD. are funded equally by the two boards. As of December 31, 1986 C & T EXPORTS LTD. has an accumulated Surplus at $6,136.

Note "3" Penalty Reserve Fund

The Penalty Reserve Fund is used to accumulate the penalties assessed to the producers for overmarketing. The fund is used to pay over-marketing penalties which may become payable to the Canadian Turkey Marketing Agency. The transactions in the fund were as follows:

		1986	1985
Balance (deficit), beginning of year	$	(14,269)	(13,553)
Add: Overmarketing penalties assessed to producers		6,758	9,294
Transfer from General Reserve		21,438	---
Transfer from Pool Operations		8	---
		13,935	(4,259)
Deduct: Overmarketing penalties refunded to producers		(6,718)	---
Manitoba Poultry Health Advisary Committee for this Board's share purchase of an ELISA blood testing machine		(3,446)	---
C & T EXPORTS LTD. - export costs (Note "6")		(3,771)	(10,010)
Balance (deficit), end of year	$	Nil	(14,269)

It is expected that no penalty will be payable to C.T.M.A. for 1986.
No monetary penalty was incurred in 1985.
The board of directors passed a resolution to transfer from the General Reserve the amount necessary to eliminate the deficit in the Penalty Reserve Fund at the end of the year.

Statement "5"
(Continued)

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD

Notes to Financial Statements

As At December 31, 1986

Note "4" General Reserve Fund

The reserve was created to pay unusual expenses which may become payable from time to time, replace operating deficits of prior years and to protect the Board with respect to the bond posted with the Canadian Agency for the payment of overmarketing penalties. A levy of 11.02 cents per 100 kilograms live weight of turkey marketed by the producers is the source of funds. The transactions in the fund were as follows:

	1986	1985
Balance, beginning of year	$ 80,503	70,388
Add: Levies collected form producers	10,331	10,115
Deduct: Transfer to penalty reserve fund	(21,438)	---
Balance, end of year	$ 69,396	80,503

Note "5" Directors' Meetings

The directors' meeting expenditures are paid on the basis of approved rates as follows:

	Starting 26-02-86	Before 26-02-86
(1) Per diem renumeration - chairman	$ 125 per day	$ 100
- vice-chairman	100 per day	90
- others	100 per day	75

(2) Expense allowance - $35 per day or $50 per day if outside Manitoba

(3) Mileage - 23.4 cents per kilometer up to 10,000 kilometers and
18.4 cents per kilometer up to 20,000 kilometers

The directors' meeting expenditures on Statement "3" include the followings:

	1986	1985
Per diem renumeration	$ 19,408	16,145
Expense allowance	7,360	5,277
Mileage	7,870	7,862
Other (meeting rooms, supplies, etc.)	881	217
	$ 35,519	29,501

Statement "5"
(Continued)

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD

Notes to Financial Statements

As At December 31, 1986

Note "6" Export Costs

Export costs in the amount of $3,771 in 1986 shown as a deduction from Penalty Reserve Fund (Note "3") represent cash remitted to C & T EXPORTS LTD. to defray costs of exports of turkey in 1986. These exports reduce potential overmarketing penalties which could have become payable to the CANADIAN TURKEY MARKETING AGENCY if the product had not been exported. In 1985, payments made to C & T EXPORTS LTD. were $10,010.

Note "7" Credit Arrangements

The board has an approved line of credit with the Credit Union Central of Manitoba to a maximum or $50,000. This line of credit is secured by:

(1) Promissory note

(2) Line of credit agreement

(3) Pledge of fluctuating cash collateral

At December 31, 1986, the interest rate on this line of credit was prime plus 1%. At December 31, 1986 none of the authorized line of credit was being utilized.

Note "8" Pension Plan

The employees of the Board participate in the Manitoba Civil Service pension plan whereby contributions made by the employees are matched by contributions by the Board. In 1986 the Board contributed a total of $3,271 (1985 - $2,767), which is included in salaries and benefits.

Note "9" Lease Commitments

The board has entered in a three (3) year lease agreement from October 1, 1985 to September 30, 1988, with the MANITOBA VEGETABLE PRODUCERS MARKETING BOARD for office space. The base rental is $7,340.15 for the first year, $7,530.99 for the second year, and provisions are made for an increase in year 3 for increases in realty taxes, utility costs, janitorial services, insurance and maintenance over a 1982 base.

Note "10" Corporative Figures

Certain of the prior year's figures have been restated to conform with the current year's presentation.

C & T EXPORTS LTD.
Winnipeg, Manitoba

Year End Financial Statements

As At December 31, 1986

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FOREST GUENETTE CHAPUT COMPTABLES AGRÉÉS CHARTERED ACCOUNTANTS

262, Marion, Winnipeg, Manitoba, Canada R2H 0T7 (204) 233-8593

Auditors' Report

To the Shareholders
C & T EXPORTS LTD.
Winnipeg, Manitoba

We have examined the balance sheet of C & T EXPORTS LTD. as at December 31, 1986 and the statements of surplus and income for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as we considered necessary in the circumstances.

In our opinion, these financial statements present fairly the financial position of the corporation as at December 31, 1986 and the results of its operations for the year then ended in accordance with generally accepted accounting principles, applied on a basis consistent with that of the preceding year.

Winnipeg, Manitoba
February 6, 1987

Forest Guenette Chaput
Chartered Accountants

Statement "1"

C & T EXPORTS LTD.

Balance Sheet
As At December 31, 1986

	1986	1985
ASSETS		
Current Assets		
Cash	$ 6,865	6,760
Accounts receivable	106	94
	$ 6,971	6,854
LIABILITIES		
Current Liabilities		
Accounts payable	$ 735	700
Surplus		
Share capital, (Note "2")	100	100
Contributed surplus, (Note "3")	4,649	4,649
Surplus, Statement "2"	1,487	1,405
	6,236	6,154
	$ 6,971	6,854

Statement "2"

C & T EXPORTS LTD.

Statement of Surplus

Year Ended December 31, 1986

	1986	1985
Balance, beginning of year	$ 1,405	(364)
Add: Net income, Statement "3"	82	1,769
Balance, end of year	$ 1,487	1,405

Statement "3"

C & T EXPORTS LTD.

Statement of Income

Year Ended December 31, 1986

	1986	1985
Revenues		
Sale of products	$ 121,916	236,365
Manitoba Turkey Producers' Marketing Board	3,771	10,009
Industry assistance	1,420	---
Manitoba Chicken Broilers Producers' Marketing Board	---	1,000
Miscellaneous	528	664
Interest	236	199
	127,871	248,237
Expenditures		
Purchases of products	112,374	226,771
Shipping costs	11,164	17,212
Repayment of government grant	3,130	1,301
Audit fees	735	700
Legal fees	---	304
Bank charges and interest	22	79
Travel	13	76
Dues and fees	23	25
Price support costs	328	---
	127,789	246,468
Net income	$ 82	1,769

Statement "4"

C & T EXPORTS LTD.

Notes to Financial Statements

As At December 31, 1986

Note "1" Significant Accounting Policies

The financial statements are prepared in accordance with generally accepted accounting principles

Note "2" Share Capital

The corporation was constituted under the Corporations Act of Manitoba. The authorized capital of the corporation is an unlimited number of common shares with a maximum consideration of one ($1) one dollar each.

The issued capital of the corporation is 100 common shares for $100

Note "3" Contributed Surplus

The corporation has received funds, in excess of share cost, in the amount of $4,649 which are recorded as contributed surplus.

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

PROPOSED BUDGET

	1985 Actual	1986 Actual	1987 Budget
REVENUE			
Pool Reserve/Operation	$ 30,365.	$ 30,994.	$ 33,000.
- Manitoba Board Levy	153,313.	146,448.	156,000.
- Canadian Agency Levy	73,558.	117,486.	125,000.
- Interest Income	5,726.	8,564.	8,000.
	$262,962.	$303,492.	$322,000.
EXPENDITURES			
C.T.M.A. Levies	$ 73,558.	$117,486.	$125,000.
Salaries & Benefits	59,221.	65,232.	68,000.
Advertising/Promotion	22,558.	27,370.	33,000.
Directors Meetings	29,501.	35,519.	36,000.
Postage, Office Supplies & Furnishings	6,302.	9,708.	10,000.
Legal Fees	7,886.	7,833.	8,000.
Rent & Light	3,742.	4,054.	4,300.
Travel/Expenses	1,896.	633.	3,500.
Audit Fees	5,300.	5,300.	4,750.
Producer Meetings	1,712.	2,847.	3,000.
Telephone/Telex	2,725.	3,003.	3,500.
Dues & Fees	1,100.	1,000.	1,200.
General Expense	1,675.	1,749.	2,000.
Subscriptions	681.	506.	800.
Insurance	992.	1,460.	1,850.
	$218,849.	$283,700.	$304,900.
Surplus [Deficit]	44,113.	19,792.	17,100.
Allocation of Surplus			
Operating Surplus	33,998.		
General Reserve	10,115.		

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

ELECTION OF DIRECTORS

All registered producers, including the directors whose terms have expired, are eligible to stand for election as a director in the district where their main production unit is located.

Companies must designate their delegate, in writing. Designated delegates are also eligible to stand for office, provided that no conflict of interest exists between their position and the interests of the other producers.

Nomination forms will be available, but nominations will also be accepted from the floor. Only those producers registered in the same district as the directors up for election will be able to nominate or vote for a director to represent that district.

Nominations are to be completed by the time the meeting reconvenes after lunch. Those persons nominated must either be present or have confirmed, in writing, that they are prepared to serve as a director, if elected.

The election will be by ballot. Ballots will be available from the returning officer during the early part of the afternoon session.

Election results will be announced following the completion of the balloting.

One director is to be elected in each of the following districts:

District #1	H. Klassen;
District #2	R. Byle; and
District #3	D. McFadden.

The following directors were elected at the 1986 annual meeting and have one more year to run in their term of office:

District #1	E. Penner;
District #2	R. Penner; and
District #3	P. Maendel.

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

MANITOBA POULTRY HEALTH ADVISORY COMMITTEE REPORT

The Manitoba Poultry Health Advisory Committee (M.P.H.A.C.) was formed as a committee from various organizations and groups directly involved in the poultry industry of Manitoba. The initial and subsequent meetings were held at the Agricultural Services Complex at the University of Manitoba. The first meeting was in April, 1986, where the following groups that had been contacted, were represented by an individual.

1. Manitoba Hatchery Association
2. Manitoba Feed Industry Association
3. Manitoba Egg and Poultry Processors
4. Manitoba Egg Producers' Marketing Board
5. Manitoba Chicken Broiler Producers' Marketing Board
6. Manitoba Turkey Producers' Marketing Board
7. Manitoba Broiler Hatching Egg Commission
8. Private Veterinarian
9. Veterinary Services Branch (Provincial Government).

Don Waddell, Chief of the Poultry and Feed Analysis Section, was the Acting Chairman at the meetings.

A major project was undertaken as a result of our meetings. The need for the purchase of an Elisa Blood Testing Machine for the Veterinary Diagnostic Laboratory was discussed at the M.P.H.A.C. level and at the Marketing Board level. Funding was to come from the various poultry boards, basis on their annual production values, plus donations from the other associations involved. The Turkey Marketing Board's contribution, based on total turkey production values, was 15% of the approximate purchase price of $24,000.00.

Discussions also resulted from the various disease outbreaks in the chicken sector of the poultry industry. Most notable has been the continuing outbreak of I. L. T. This disease has resulted in premises being quarantined and fowl destroyed. There has been indications that the spread has come from small fancy fowl flocks and hobby farms with a few birds. This points out the importance of security for commercial operators to restrict travel between all, large or small, poultry operations. The M.P.H.A.C. is trying to educate all sectors of the poultry industry by news releases and letters to various boards and associations and in turn advising their own members.

The Manitoba Turkey Producers' Marketing Board will continue to support and be a member of this health committee.

Any concerns in the area of poultry health in the turkey industry or any other health area of the poultry industry can be discussed at these committee meetings.

We urge you to raise your concerns by contacting myself, as your representative to the committee, or by phoning the Board Office.

Prepared By:

Randy Penner
Director - M.T.P.M.B.

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

MANAGER'S REPORT

The year 1986 was my first full year as the Manager of the Board. Such terminology as "Quota Order", "National Plan", "Provincial Quotas", "Allocations" and such are now well entrenched in my mind. However, every once and awhile a much less used terminology such as "Liquidated Damages" or "Promotion Agreement", to name a couple, are used just to keep one on his toes and the reference material and Policy books close by.

There never seems to be a shortage of reading material arriving from the Agencies almost daily. However this is necessary as our industry is constantly fine tuning and developing its policies and programs to better meet the ever increasing demand for our products.

The year seemed to pass very quickly and I feel quite successfully for most poultry producers in the Province. We started the year with freezer storages bulging with product, mostly chicken of which most of it was the wrong size, however, the year ended in a much better position due mainly to a Board Policy change on price and days to market. Also Manitoba had a successful promotion on Turkey for March which seemed to build throughout the remainder of the year. This momentum saw Manitoba have the biggest increase in consumption of deboned meat and parts than any other province in Canada. These programs and others must be aggressively carried on and expanded if Manitoba is to maximize its tremendous potential to produce and market poultry products in the future.

The Poultry Industry in Canada, which follows the U.S. Industry by a few years, is experiencing strong continued growth. In fact, in the U.S. they are now expecting the average per capita consumption of poultry meat to surpass that of beef in 1988, two years before earlier predicted. However we must not become complacent and take for granted that this consumption increase over the last few years will continue at the same rate or will be handed to us by the other competitive meats without a fight. In Canada the Beef and Pork Industries are spending millions of dollars to promote their products, in fact, the Beef Industry alone will spend approximately two million dollars over the next year to try to win back consumers from poultry. In the U.S. the red meat sector is expected to spend eighty million dollars on a campaign aimed at gaining back market share from white meats. In fact the U.S. Pork Industry has launched a campaign with the slogan "PORK - The Other White Meat" aimed at the poultry meat

sector and its popularity with consumers. So you see we must out hussle the red meat industry and continue to promote our products as they are not about to let us take more of their market share without fighting back.

Besides promoting our products the Board is also continuing to stress the positive aspects of our Marketing Board System and the good service it renders to the producers and consumers alike. The poultry industry continues to be a bright light in a rather dark and gloomy agricultural scene, without the need for subsidies. In this aspect we must continue to show the advocates of Free Trade we can produce a high quality, reasonably priced product and continue to increase our market share against all competition. We must continue to become more and more efficient and not let quality suffer. We must also continue to produce what the consumer wants and when or someone else will.

To wind up this report I would like to say a word about the Board Office.

The Directors made a decision in 1986 that the office should enter the 20th century and become computerized. I am pleased to report that our computer has just recently been installed. However not fully operational as yet but hopefully will be by this time next year. The staff still needs instruction and practise in the use of this equipment, which we plan to accomplish once the annual meetings are completed and more time is available. This equipment will hopefully assist the office in keeping up with the ever increasing work load and Board Programs which are necessary for our expanding industry.

I would like at this time to thank the Chairman, the Directors and producers for their willing co-operation with myself and the office throughout 1986 and the staff for their loyal dedication and hard work for the betterment of the poultry industry in Manitoba.

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

EXPORT REPORT

C & T Exports Ltd., the export arm of the Manitoba Chicken Broiler Producers' Marketing Board and the Manitoba Turkey Producers' Marketing Board was successful in finalizing three sales of poultry meat to Japan in 1986. These sales totalled almost 30,000 kilograms, worth over $120,000.00.

The 1986 sales to Japan were made up entirely of turkey, both deboned meat and whole broilers. We were not successful in our negotiations to finalize a sale to Japan of chicken despite making a number of price offerings during the year.

We once again in 1986 grew a special flock of turkey Broilers for our customer in Japan, namely Z. Kuroda & Company. This special production is necessary to achieve a very exacting size of bird required by our customer.

The two Boards also co-operated closely with the Department of Regional Industrial Expansion and Manitoba Agriculture in setting up poultry farm and plant visits for two Japanese missions to Manitoba in 1986. The first group included about twelve representatives from Japanese Supermarket stores and a trading company executive. This visit took place from August 25 - 28, 1986.

The second mission to Manitoba was from September 28 to October 2, 1986 and also included representatives of Japanese Supermarket stores and a trading company member.

We realize the competition from other countries on Chicken and Turkey to Japan is very keen but we continue to press for sales and we stress our high quality and continuity of supply.

Frozen Chicken Sales

Year	Pounds	Kgs.	Dollar Value
1982	NO	SALES	NIL
1983	5,407	2,458	$ 6,550.00
1984	11,751	5,332	$14,594.00
1985	NO	SALES	NIL
1986	NO	SALES	NIL

Frozen Whole Turkey and Deboned Meat Sales

Year	Pounds	Kgs.	Dollar Value
1982	39,700	18,045	$ 54,800.00
1983	105,773	48,078	$205,300.00
1984	67,048	30,476	$119,360.00
1985	96,628	43,922	$236,365.00
1986	65,945	29,975	$121,952.00

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

ADVERTISING AND PROMOTION REPORT

The use of Manitoba grown turkey is promoted through a wide variety of activities aimed at many different market segments. In this way, it is hoped that current users of turkey will be encouraged to continue to use large amounts of turkey and low users will be encouraged to use more. At the same time, every attempt is made to project the image of turkey as an interesting, versatile, convenient product well suited to today's lifestyles.

In 1986 the advertising and promotion budget made up 9% of the total Board budget. This included the salaries of two promotion staff (home economists) whose services were shared by the Manitoba Chicken Broiler and Vegetable Producers' Marketing Boards. In effect, Manitoba turkey producers have had the equivalent of one half-time staff person planning, co-ordinating and implementing the following promotional activities.

Media

Television - This consisted of regular demonstrations/interviews on two local television stations (30 min. weekly on CKY and 10 - 15 min. monthly on CKND). Additional guest appearances were made on CKY and CKX (Brandon) featuring food dehydration ideas and on CKND relating to ethnic foods in conjunction with Folklorama. A total of 21,000 recipe booklets were distributed as a result of these programs. In the coming year, requests have been made for demonstrations/interviews on two programs: "SKITTLEBITS" (on CKY television) which is oriented to children 5 - 12 years and "YOUTHLINE" (VPW television) geared to a teenage audience. Since food habits are often established at a young age, reaching these younger audiences is very important.

Radio - A regular two minute "Consumer Update" tape is written and taped monthly for use by rural radio staions. Requests for interviews are also accommodated whenever possible. In December, CJOB radio requested staff to be available for three phone-in programs, each lasting between 90 - 180 minutes.

Print - Releases are sent to print media for specific events or promotions and staff maintain contact in order to supply up-to-date information on turkey whenever needed. Requests for material were received from "Seniors Today", and a letter to the editor was printed in the "Winnipeg Free Press" pointing out inaccurate handling information in a previously printed article. The letter generated a total of 61 requests for further information.

Consumer Requests - Because of high visability within the media a number of consumer inquiries and requests are received. A total of 199 inquiries on turkey were dealt with in 1986.

Turkey in March - Why Not! National Promotion

This promotion was co-ordinated by C.T.M.A. with local support. C.T.M.A. distributed information kits to trade and media, point-of-sale (P.O.S.) materials and $1.00 off coupons across Canada. An offer of eight draws for $1,000.00 grocery prizes was made for redeemed coupons, and a tie in with The Ability Fund allowed a 10¢ donation for every coupon redeemed. Manitoba supported with a promotion launch for trade and media, distribution of local information kits, co-operation with the Society for Manitobans with Disabilities Inc. (The Ability Fund), advertising in "Family Canada Magazine" and a tie-in with regular televison and radio work. As a result of these efforts, a number of articles were printed in local press and there were five advertised features on whole turkey in the "Winnipeg Free Press". Coupon redemptions for Manitoba were 3.3%, which was less than that reported in 1985. Generally the publicity obtained was worthwhile, but it did not seem to have the desired affect on sales. Plans for a 1987 national promotion are now underway, with a focus on turkey parts as well as the whole birds.

Co-Operation with C.T.M.A.

In addition to supporting the national promotion, every attempt is made to support national endeavours locally and to provide input and feedback on promotional activities. In 1986 this included supporting a promotion with Micro Cooking Centres Inc. and participation at the National Turkey Promotion seminar.

Liason with Processors and Retailers

Open lines of communication are maintained with processors and retailers to allow the Board to be kept up-to-date on new products, potential problems, as well as feedback on activities that have been carried out. During the past year, questionnaires were sent to all processors asking them to list products they have available. Store visits were made in support of the marketing of fresh turkey parts. Several new products, including turkey nuggets, turkey pastrami, stuffed turkey breasts and mechanically deboned turkey meat, have also been tested and when appropriate featured on television programs.

Displays and Exhibits

The majority of displays in which the Board participates are done jointly with other Manitoba producer groups and co-ordinated by the Manitoba Agriculture Marketing Branch. Over the last year, these have included St. Vital Centre (3 days), Brandon Royal Winter Fair (6 days), Garden City Shopping Centre (3 days). Kildonan Place (6 days) and Penner Foods store in Steinbach (1 day). Turkey dishes, from Turkey Cacciatore to Turkey Tacos, were sampled to consumers. Approximately 19,600 recipe sheets or booklets were distributed through these displays. In addition, for the first time, a student was hired by the Manitoba Agriculture Marketing Branch to staff a booth at eleven summer fairs on behalf of Manitoba producer groups. She distributed 1,400 turkey pamphlets.

Demonstrations

Occasionally, when numbers of people warrant it, live demonstrations are conducted. This year this included two demonstrations at ICG Appliance World. One in January featured stews and was caped and aired on VPW television, while the other, in November, featured entertaining ideas. Eaton's downtown also requested a demonstration on carving turkey at the end of November, which they advertised in the Winnipeg Free Press.

Advertising

This is a very small part of the work done to promote turkey. During the past year only two advertisements were purchased. One was for the Who's Who edition of the "Canada Poultryman". The other was a full page nutrition feature in "Seniors Today", which is a newspaper directed at senior citizens.

Foodservice

The major thrust made in this area was a disply at the Centrex '86 foodservice trade show. This was heavily supported by C.T.M.A. and featured sampling and a display of several possible menu ideas. In addition the Board co-sponsored a luncheon with other producer groups for the Manitoba Restaurant and Foodservices Association.

Education

Three times each year, a newsletter and a list of available resources, such as visual aids, teaching kits, pamphlets and posters are sent to home economics teachers. This results in a great number of materials being ordered. The new turkey nutrition poster, developed by C.T.M.A., was of particular interest this year, with 160 being distributed to teachers.

In addition, a display of our materials was set up at two teacher's conferences, one in Morden and the other in Winnipeg. Lastly in order to try to reach younger children, a student teacher was hired under a Careerstart grant to research the needs and possible use of turkey information in elementary school classes.

Responding to Issues

In the last year, the Board has been asked to respond to several issues relating to turkey. In consultation with the General Manager and Board of Directors, letters have been written in response to the following issues: food irradiation, nutrition labelling, salmonella control and pesticide residues. Lastly, the Board was also represented on the Food Science Lead Committee, whose responsibility it is to make recommendations as to research that should be conducted relating to food.

Promotional Items

The only new item developed this year was a channel card for fresh turkey parts, which was meant for use in retail turkey displays. These were developed in Manitoba, and printed and distributed on a shared cost basis to Boards across Canada.

Donations

Throughout the year requests for donations are made from various groups and organizations. These are accommodated, as much as possible, through the provision of recipe pamphlets, aprons, glasses, mugs and posters. A listing of the various organizations, who have received donations, is included following this report.

It is evident from the wide variety of activities and the large numbers of materials distributed that thousands of Manitoba consumers are reached over the year.

This is extremely important, given the tough competition for the consumer food dollar. While many of the more successful activities will be continued in the coming year, the Board is continually seeking new and more effective methods of promoting Manitoba grown turkey.

Prepared By:

Linda Hogue
Janice Hutsal

List of Donations

Annual Social of the Manitoba Section, Canadian Institute of Food Science Technology
Balmoral Ladies Afternoon Curling Club
Bethania Mennonite Personal Care Home Inc.
Brandon Chapter of M. O. R. N. A.
Canadian Credit Institute 7th Annual Curling Bonspiel
Canadian Food Festival
Correctional Services Canada
Ecole La Verendrye Winter Carnival
Elkhorn District School Community Council
Elkhorn Fun Fair
Fourth Annual Canadian Association of Principals Conference
Granny's Poultry
Health Sciences Centre - Dietician and Interns Annual Picnic
Home Ec Teachers Seminar sponsored by Manitoba Hydro and Winnipeg Hydro
ICG Utilities - Greater Winnipeg Gas Company
Interlake Fitness Conference
Lions Place
Manitoba Farm Vacations Association
Manitoba Farm Women's Conference (Portage La Prairie)
Manitoba Hydro
Manitoba Motor League
Pinawa Co-Op Nursery School
Royal Canadian Legion - Manitoba and Northwestern Ontario
St. Boniface - Norwood Child and Family Resource Centre
Second Annual Baby Olympics
Selkirk Avenue Senior Citizens Centre
Strathcona School Summer Program
The Bay
Transcona Inner Wheel Club
Union of Manitoba Municipalities
Victoria Ladies Curling Club
Winnipeg Family Services Special Needs Day Care Department
Winnipeg Hydro Employees Care Auction
Y.M.C.A. Jewish Community Centre of Winnipeg

KEYSTONE AGRICULTURAL PRODUCERS INC.

REPORT

In January 1987 Keystone Agricultural Producers Inc. held their annual meeting. This marked the end of its third year as a competent farm policy organization under the able direction of its PRESIDENT - Jack Penner. Jack received excellent support from 1st VICE-PRESIDENT - Earl Geddes of Pilot Mound and 2nd VICE-PRESIDENT - Cam Henry from Oak River. Memberships during the 1986 year grew to 3,681 individual farm unit memberships (up nearly 900 from 1985) and 14 group memberships (up from 13 in 1985).

During 1986 KAP became affiliated with the Canadian Federation of Agriculture. This in itself was an extreme strain on KAP's budget. However it was felt that some avenue was required through which to become more effective in dealing with matters of national concern. Jack Penner served on CFA's board of directors as well as the executive.

Perhaps the most recent undertaking by KAP was a very strong representation made on the Special Canadian Grains Program (or Federal Deficiency Payment). KAP representatives were deeply involved in discussions and negotiations with other provincial farm policy organizations as well as Provincial and Federal government officials on the most appropriate methods of dividing the funds available under this program.

Another issue which KAP became involved with was in reaction to a proposed new Environment Act introduced into the Legislature in September. A statement was prepared and presented to the Minister of Environment expressing the concerns from within the farming community.

The Camp Wannakumbac program was originated by general farm organizations as part of development programs for farm youth. Sponsorship of this program is the responsibility of the Wasagaming Foundation; of which KAP is a partner along with Manitoba Pool Elevators Ltd., United Grain Growers and Federated Co-Operatives Ltd. Mr. Bob Douglas, KAP's general manager serves as the overall co-ordinator of this program which enjoyed the participation of 435 young people from rural Manitoba during the Summer of 1986.

Other issues dealt with during 1986 included farm fuel tax rebates, Bill -4- The Family Farm Protection Act, Drug Patent Act amendments, the Revenue Canada income tax audits of farmers and the inequities of property assessments with respect to School Taxes.

This has been a brief review of some of the activities of KAP over the past year.

Prepared By:

Bob Byle
KAP Representative
Director - M.T.P.M.B.